

Press Release

Zurich, 11 May 2010

Information on New Value's portfolio company Bogar AG

Bogar's Board extended with industry expert – New Value participates in capital increase

Bogar AG, a portfolio company of New Value, (SIX: NEWN), nominates to elect Peter Haensli as new Board member on the occasion of an upcoming shareholders meeting. Mr Haensli is a longtime pet industry expert. Moreover, Bogar successfully closed a financing round of CHF 1.3 million. New Value participated with CHF 0.75 million and is now holding a 31.6%-stake in Bogar's share capital. Bogar introduces its new products at the Interzoo 2010, the world's leading pet industry exhibition. Among the new products are biocidals and herbal food supplies, especially a one-of-a-kind anti-acarid gel for pets.

Bogar, a specialist for future-oriented animal health and food products based on herbal ingredients, plans to strengthen the Board and prepares for the next growth phase. At the upcoming extraordinary shareholders meeting in June 2010, the management proposes to elect Peter Haensli as Board member. It is intended by the company, that he will be appointed chairman of the board. Peter Haensli is a longtime pet industry expert and former Board member of Vitakraft, responsible for sales and logistics. He was also CEO of Vitakraft International AG Switzerland. Vitakraft ist a major brand name in the pet industry with 2,400 staff members and a turnover of EUR 300 million in Europe, USA and Asia. Bogar's management will be actively supported by Peter Haensli and will benefit from his longterm experience in marketing and sales. „Bogar is a fascinating growth story with great potential. I hope to be able to bring in my longterm experience in the most profitable ways and am looking forward to this new challenge with the dedicated and competent Bogar team,“ Mr Haensli comments.

At the end of April, Bogar successfully closed a financing round of CHF 1.3 million, where New Value participated with CHF 0.75 Million in both share capital and convertible loans. The remaining financing is provided by other existing as well as new investors. CEO Marius Fuchs comments „We will use the new funds to extend our product range and further develop the European sales network.

At «Interzoo 2010», Bogar will introduce new products. This is the world's leading pet industry exhibition taking place midmonth in Nuremberg, Germany. In particular, Bogar presents the new „bogadual®“, a gentle anti-flea agent for cats and dogs as well as a new anti-acarid gel. These innovative products are based on the herbal component Margosa. The product lines of food additives will be extended with „bogafit® Anti-Aging“, based on ginseng and „bogafit® Verdauung“, based on artichoke for digestion disorders. Including these novelties, the Bogar range now involves more than 20 products for pets and horses.

Information about Bogar AG

Bogar specializes in natural and future-oriented animal health and nutrition and develops, produces and markets quality plant-based food supplements and care products. Bogar is a leader in the area of veterinary phytotherapy and the developer of an ever-growing product catalog for effective supportive nutrition and the natural prevention and treatment of various somatic disorders and diseases in animals. The current product range consists of effective nutritional supplements as well as high-quality care preparations for dogs, cats and horses. Please find further information at www.bogar.com

Information about New Value AG

New Value, listed at the SIX Swiss Exchange, invests directly in promising private companies in Switzerland and neighbouring countries with above-average market and growth potential. As an investment company, New Value promotes innovative business models with venture capital and accompanies those to market success. The portfolio covers companies of different stages of development, starting with the market introduction phase up to medium-sized enterprises with stable profits. A broad investment approach is deliberately followed regarding industry sectors. The portfolio contains companies active in Cleantech and Healthcare. New Value assigns great value to ethical business concepts and good corporate governance while selecting their portfolio companies. Criteria such as meaningfulness, social responsibility and ecological sustainability are considered by New Value as decisive competitive advantages, which affect and enhance the quality of products and services offered and thus, facilitate an above average increase of value potential. Since the formation of New Value, EPS Value Plus AG, Zurich, has served as investment manager.

Börsennotierung	SIX Swiss Exchange (www.six-swiss-exchange.com) Xetra, Open Market Frankfurt, Berlin, Düsseldorf, Stuttgart und München	
Ticker-Symbole	NEWN (CH), N7V (D)	
Valorenummer	1 081 986	
WP-Kennnummer	552 932	
ISIN	CH0010819867	
Kontakt	New Value AG Rolf Wägli Peter Letter	Tel. +41 43 344 38 38 Tel. +41 43 344 38 38, waegli@newvalue.ch Tel. +41 43 344 38 18, letter@newvalue.ch
Informationen/ Downloads	www.newvalue.ch www.epsvalueplus.ch	Email: info@newvalue.ch Email: info@epsvalueplus.ch